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Approved for use through 10/31/2002. OMB 0651-0032

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## UTILITY PATENT APPLICATION TRANSMITTAL

1		(Only for new nonprovisional applications under 57 CFK 1.55(b))	0
d	Attorney Docket	No. <u>080398,P159C</u>	
כ		Witaukawa at al	' ===
	First Named Inve	entor Kitsukawa et al.  And Apparatus for Providing On-Demand Electronic Advertising	
	Express Mail La	bel NoEL6845313442US	
	ADDRESS TO:	Assistant Commissioner for Patents	
		Box Patent Application Washington, D. C. 20231	
	APPLICATION		
	See MPEP cha	pter 600 concerning utility patent application contents.	
	1. X	Fee Transmittal Form (e.g., PTO/SB/17)	
		(Submit an original, and a duplicate for fee processing)  EXPRESS MAIL CERTIFICATE OF MULTI-	<b>19</b> 3
	2.	Applicant Claims Small Entity Status. (37 CFR 1.27) Express Mail mail affect number.	
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	3. <u>X</u>	Specification (Total Pages 36 deposited with the United States Postal Sorvice 3	_183 <b>\$</b> 1
		(preferred arrangement set forth below)  - Descriptive Title of the Invention  Mail Post On 13 to Addresses* service on the dot above and that this paper or fee has been ad 16.5	
		- Cross Reference to Related Applications  Assistant Compussioner for Patents William	
		- Statement Regarding Fed sponsored R & D	
		- Reference sequence listing, a table, or a computer program listing appendix	n 1
		- Background of the Invention Date of Deposit	-
		- Brief Summary of the Invention - Brief Description of the Drawings (if filed)	
		- Detailed Description Name of Ferson Mailing Consultation	3
		- Claim(s)	Hru
		- Abstract of the Disclosure Signature Dat	9
	4. <u>X</u>	Drawings(s) (35 USC 113) (Total Sheets <u>11</u> )	
	-		
	5. <u>X</u>	Oath or Declaration (Total Pages <u>4</u> )	
		a Newly Executed (Original or Copy)	
		b. X Copy from a Prior Application (37 CFR 1.63(d))  (for Continuation/Divisional with Box 17 completed)	
		i <u>DELETIONS OF INVENTOR(S)</u> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).	
		c Unsigned.	:
	6	Application Data Sheet. (37 CFR 1.76)	
	7.	CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)	
	8.	Nucleotide and/or Amino Acid Sequence Submission	}
	(if applicable a.	s, all necessary) Computer Readable Form (CRF)	
	b	Specification Sequence Listing on: iCD-ROM or CD-R (2 copies); or ii. paper	
	c	ii paper Statement verifying identity of above copies	

ACCOMPANYING APPLICATION PARTS
9 Assignment Papers (cover sheet & documents(s)) 10 a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)
X b. Power of Attorney
11 English Translation Document (if applicable)
12. X a. Information Disclosure Statement (IDS)/PTO-1449
b. Copies of IDS Citations
13 Preliminary Amendment
14. X Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15 Certified Copy of Priority Document(s) (if foreign priority is claimed)
16 Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. X Other: Express Mail Certificate
18A. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:
X Continuation Divisional Continuation-in-part (CIP) Of Prior Application No.: 09/218,857 Examiner Grant, C. Group Art Unit 2611
(which is a continuation/ divisional/ CIP of prior application no, which is a continuation/ divisional/ CIP of prior application no) (List entire chain of priority)
For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.  18B. Statement under 37 CFR 3.73(b) for continuing application:  The undersigned states that Sony Corporation (name of assignee) is the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an assignment recorded in the Patent and Trademark Office at Reel. No. 9879 Frame No. 0874
(or a copy of which is attached).
19. Correspondence Address
Customer Number or Bar Code Label or (Insert Customer No. or Attach Bar Code Label here)  X Correspondence Address Below
NAME Gordon R. Lindeen III
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
ADDRESS 12400 Wilshire Boulevard
Seventh Floor
CITY Los Angeles STATE California ZIP CODE 90025-1026
Country U.S.A. TELEPHONE (303)740-1980 FAX (303)740-6962
Name (PRINT/TYPE): Gordon R. Lindeen III Registration No.: 33,192  Signature: 4/(2)/

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127	50	227	25	Surcharge - late ming fee of oath	
121	30	221	23	or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for ex parte reexamination	
112	920*	112	920*	Requesting publication of SIR prior to	
-	020			Examiner action	
113	1,840*	113	1,840*	Requesting publication of SIR after	-
	.,		.,	Examiner action	
115	110	215	55	Extension for reply within first month	
116	390	216	195	Extension for reply within second month	-
117	890	217	445	Extension for reply within third month	
118	1,390	218	695	Extension for reply within fourth month	
128	1,890	228	945	Extension for reply within fifth month	-
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive – unavoidable	
141	1,240	241	620	Petition to revive - unintentional	
142	1,240	242	620	Utility issue fee (or reissue)	
143	440	243	220	Design issue fee	
144	600	244	300	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	-
123	130	123	130	Petitions related to provisional applications	
126	180	126	180	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per	
				property (times number of properties)	
146	710	246	355	For filing a submission after final rejection	
				(see 37 CFR 1.129(a))	
149	710	249	355	For each additional invention to be examined	
				(see 37 CFR 1.129(b))	
179	710	279	355	Request for Continued Examination (RCE)	··········
169	900	169	900	Request for expedited examination of a design	
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	IITTED B	_			
		ed Name:	Gord	on R. Lindeen III	
Signa	ture: 🏄	INN 14 L	William z	Date: <u>4/12//</u>	
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